

## Message Text

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PAGE 01 LISBON 00353 161722Z

44

ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 EB-07 SSO-00 USIE-00 /020 W

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O 161635Z JAN 76

FM AMEMBASSY LISBON

TO SECSTATE WASHDC IMMEDIATE 5687

USDOC WASHDC IMMEDIATE

INFO AMCONSUL OPORTO

UNCLAS LISBON 0353

PASS TO USTRAVEL SERVICE IMMEDIATE

E.O. 11652: N/A

TAGS: BEXP, PO

SUBJ: REQUEST FOR FUNDS FOR PARTICIPATION IN FIRST ASTA-IDA

TRADE SHOW

1. FIRST ASTA-IDA TRADE SHOW WILL BE HELD IN LISBON FEB. 26-29, 1976 IN CONJUNCTION WITH 4TH ANNUAL TRAVEL CONFERENCE AND SEMINAR. APPROXIMATELY 1000 DELEGATES, MOST OF WHOM ARE TRAVEL AGENTS FROM OTHER WESTERN EUROPEAN COUNTRIES, ARE EXPECTED TO ATTEND. THE 56 AVAILABLE BOOTHS WILL BE RENTED BY TRAVEL AGENCIES, HOTELS, OFFICIAL GOVERNMENT TOURISM DEPARTMENTS (BOTH PORTUGUESE AND OTHERS), AND CAR RENTAL FIRMS. FAIR WILL BE OPEN TO PUBLIC SIX HOURS PER DAY AND TO PROFESSIONALS AT OTHER TIMES.

2. BOOTHS MEASURE APPROXIMATELY 6-FEET BY 10 FEET. RENTAL FEE OF \$250 INCLUDES FLOOR AREA, SECURITY, FURNITURE AND CLEANING FACILITIES. FAIR ORGANIZATION WILL PROVIDE ELECTRICAL, CARPENTRY, DECORATION, AUDIOVISUAL AND PHOTOGRAPHY SERVICES. TWA AND PAN AM HAVE AGREED ASSIST IN PROVIDING STAFF AND DISPLAY MATERIALS. BOOTHS MUST BE RESERVED BY JAN. 26.

3. IN ORDER TO HAVE US PARTICIPATION, COMATT NEEDS THE FOLLOWING:

A) \$250 FEE FOR FLOOR SPACE

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PAGE 02 LISBON 00353 161722Z

B) \$50 FOR PUBLICITY AND MISCELLANEOUS

- C) LATEST VIDEO-TAPES PROMOTING TOURISM IN US, ESPECIALLY  
BI-CENTENNIAL FILMS
- D) OTHER PROMOTIONAL BROCHURES AND POSTERS.  
NEED 2500 BROCHURES TO PASS OUT DURING GENERAL PUBLIC SESSIONS

4. EMBASSY DID NOT MAKE REQUEST EARLIER BECAUSE SHOW WAS NOT  
DEFINITE UNTIL MID-DECEMBER AND MOST EXHIBITERS DID NOT  
DEFINITELY DECIDE TO PARTICIPATE UNTIL EARLY JANUARY.  
HIGH-RANKING GOP TOURISM OFFICIALS HAVE REQUESTED USG  
PARTICIPATION.

5. EMBASSY BELIEVES THIS SHOW IS INEXPENSIVE MEANS TO  
PROMOTE TOURISM TO US DURING BI-CENTENNIAL YEAR.  
USE OF ALREADY AVAILABLE VIDEO-TAPE MACHINE AND TOURISM  
FILMS AND ASSISTANCE FROM US AIRLINES WILL KEEP COSTS TO  
A MINIMUM. PRIMARY IMPORTANCE OF EXHIBIT WILL BE IMPACT  
UPON ESTIMATED 800 WEST EUROPEAN TRAVEL AGENTS WHO WILL ATTEND.  
US PRESENCE IS ALSO IMPORTANT SYMBOLICALLY.  
GOP TOURISM OFFICIALS MADE SPECIAL POINT IN REQUESTING  
US PRESENCE.  
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## Message Attributes

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